



# ALAMEDA COUNTY HESPERIAN CORRIDOR STREETScape

## MASTER PLAN

May 12, 2003

prepared for the  
San Lorenzo Village Homes Association

Alameda County Community Redevelopment Agency

Metropolitan Transportation Commission



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# PROJECT INTRODUCTION

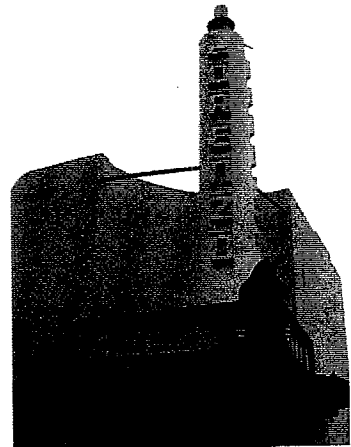
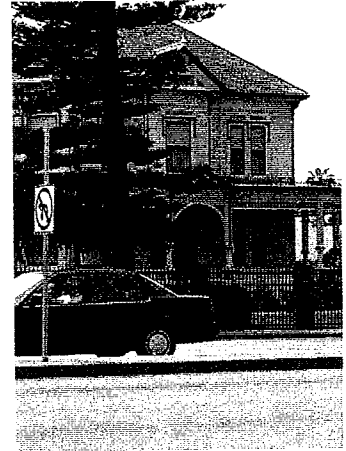
## Introduction

A "traditional downtown" was developer David Bohannon's vision for Hesperian Boulevard. During the 1940's and 1950's David Bohannon developed San Lorenzo Village, a planned community, along Hesperian Boulevard. The Village extends from the 880 FWY to the north and the City of Hayward's Kennedy Park to the south. The Village's civic center eventually consisted of retail areas, post offices, and libraries along this 6-lane roadway. The vision for Hesperian Boulevard became a reality.

The "traditional downtown" functioned as it was envisioned until the mid-1990's. The economic down turn began when the retail corridor lost its major anchor, Mervyn's, in addition to the pull of retail to two nearby shopping malls and the change in retail trend consolidating commercial businesses in power centers and malls. Due to the loss, more retail space became vacant and left a number of parcels underutilized and vacant.

In response to the community's expressed concern about the loss of economic vitality in the area the Alameda County Planning Department commenced a community planning process to develop a Specific Plan for a selected area of San Lorenzo that encompassed properties that seemed the ripest for future development opportunities. This Specific Plan process, begun in 1999, provides a short- and long-term vision for community amenities and commercial development needed to revitalize the area. San Lorenzo was also recently designated a County Redevelopment Project Area. The Eden Area Redevelopment Plan, adopted in July 2000, identifies as one of its highest priorities, the redevelopment of the San Lorenzo Village Square and streetscape improvements to Hesperian Boulevard.

The San Lorenzo Village Homes Association, eager to see their local vision embodied in the Specific Plan become a reality, sought and was awarded a planning grant (Spring 2001) through the Metropolitan Transportation Commission's Transportation for Livable Communities to hire a consultant (June 2002) to design a streetscape master plan for Hesperian Boulevard. The Alameda County Redevelopment Agency has contributed matching funds for the project and will administer the grant on behalf of the San Lorenzo Village Homes Association.



# PURPOSE

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## Purpose

The purpose of this master plan is to develop a vision for Hesperian Boulevard and its return to a revitalized corridor. To achieve an inviting streetscape for pedestrians, residents, and merchants alike, goals must be set in the initial planning process to help guide designs as they progress. The following goals were developed based on; site analyses and visits by both the landscape architect and traffic engineer, input from San Lorenzo Village Homes Association and County staff, and public participation throughout the various workshops.

### Pedestrian Circulation

- Encourage pedestrian circulation throughout Hesperian Boulevard.
- To encourage pedestrian circulation there must be increased safety including increased lighting in pedestrian areas.
- Provide connections to points of interest.
- Improvements must comply with the Americans with Disabilities Act (ADA).
- Improved streetscape aesthetics to create a sense of place and attract new merchants into San Lorenzo.
- Provide streetscape and pedestrian amenities such as bus shelters, benches, and pedestrian-scaled thematic street lighting.
- Identify opportunities for public plazas and other gathering spaces.



### Bicycle Circulation

- Improve existing bicycle circulation.
- Retain Hesperian Boulevard as part of the county-wide bicycle master plan.
- Improve safety for bicycle circulation. Maximize amount of Class II bike lanes.
- Provide connections to adjacent bike routes and destinations.

### Public transit

- Increase the use of public transportation system.
- Increase visibility of transit stops to improve recognition and use.
- Improve the quality of the system by providing bus shelters at stops, increase safety, and provide amenities such as benches.
- Providing a safe environment for riders entering and exiting the buses.
- Compliment current Bus Rapid Transit planning efforts.

### Vehicular Circulation

- Maximize streetscape improvements without sacrificing current traffic patterns.
- Provide traffic calming measures where feasible.
- Retain residential and other key parking areas.
- Increasing vehicular safety along Hesperian Boulevard.

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# PLANNING PROCESS

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## **Community Identity**

- Develop a unifying character for the entire corridor that will define San Lorenzo.
- The style developed should be "clean with simple lines" and provide a classic/timeless character.
- The design and selection of landmarks, signage, materials, furnishings, plant materials, and other streetscape features should emphasize the "classic" theme.

## **Other Goals**

- Study the feasibility of under grounding existing utility lines.
- Develop a comprehensive street signage program.

## **Planning Process**

The planning process for this particular master plan has been divided up into four phases. Each phase has specific functions and builds from the previous phase. Once the phases are combined they create an end product of a comprehensive master plan.

Community workshops were held several times during the project at a civic location within the study area. These meetings were key to the success of and community support for the plan. During all phases of the design process, a workshop was presented as an opportunity for community participation and input of the project. The workshop participants ranged from 30 to 100 people per workshop. This public input was considered and needed for the final development of the plan.

A second planning technique was the inclusion of a Technical Advisory Committee (TAC). The TAC acted as a resource team in directing the proposed design to satisfy various technical requirements. The TAC was comprised of representatives from the San Lorenzo Village Homes Association, the Redevelopment, Planning and Public Works departments, AC Transit, and key business owners along Hesperian Boulevard. Several TAC meetings were held during this planning process.



## **Phase one: program development**

- Data gathering
- Community input
- Document review
- Field review
- Base maps
- **Community Workshop One (August 13, 2002)**

